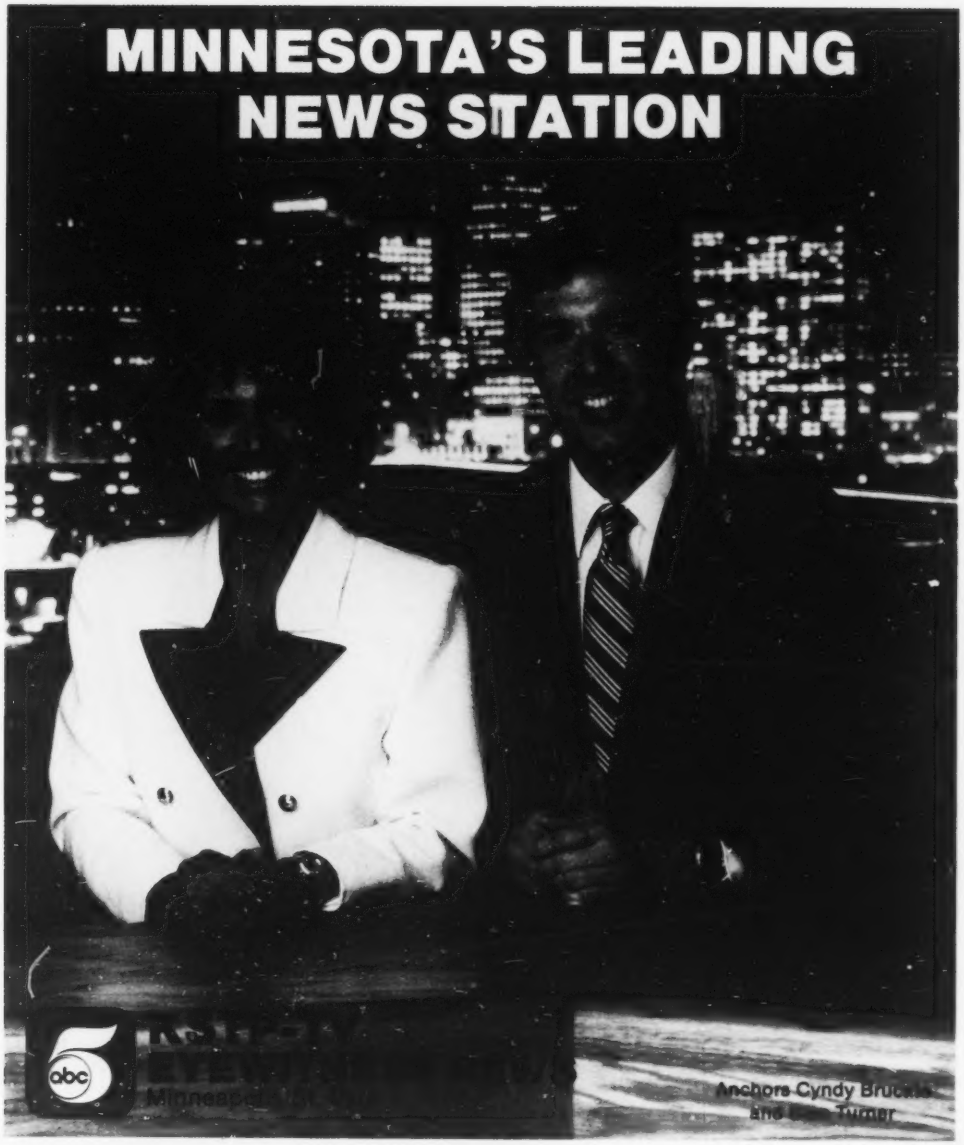
The Fifth Estate

Broadcasting Dec 31



54th Year 1984

Yearend Double Issue

Getting ready for INTV

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Vol. 107 No. 26

Broadcasting Dec 31

Prospective on 1985; perspective on 1984

Advancing on the independents

FCC acts on 12-12-12, docket 80-90

SOMETHING IN THE AIR □ FCC Commissioner James Quello raises possibility for educational TV's to trade V's in major markets to commercial broadcasters for UHF's plus cash. Move would give broadcasters new VHF opportunities and help public broadcasters' financial plight. **PAGE 35.**

IN STONE □ FCC votes to raise television ownership limits to 12, capping network reach at 25% of TV households. Discounts for UHF's and minorities included. Commission also releases final list of 689 FM allocations as part of docket 80-90. **PAGE 35.**

ON THE EVE □ MCA and joint venture between Viacom and Tribune to market movie packages on ad hoc basis. **PAGE 38.**

STILL TALKING □ Negotiations for programing rights to 1988 summer Olympics in Seoul on hold, as organizers try to agree on time periods for scheduled events. **PAGE 39.**

ROUND TWO □ Three commercial networks announce prime time schedule changes for season's second season. **PAGE 41.**

GEARING UP □ Some 1,200 independent broadcasters expected for the four-day INTV convention set to open in Los Angeles later this week. An agenda and exhibitor's listing appears on **PAGES 48 and 50.**

TAKING STOCK □ BROADCASTING takes a look ahead to 1985 in the Fifth Estate disciplines of executive policy, business, programing, regulation, journalism, legislation, radio and technology. **PAGES 72-98.**

EVENTFUL YEAR □ BROADCASTING's review of the top news events in the Fifth Estate in 1984, from the Olympics to the election campaign to changes in the multiple ownership rules to passage of the cable bill. **PAGE 100.**

HIGH WIRE ACT □ Football season brought field test of special ENG camera, strung from wire over stadium, giving new perspective on sports action. **PAGE 106.**

DOWN TO TWO □ Harris bows out of AM stereo race, throwing its weight behind Motorola. Kahn Communications is other competitor. **PAGE 109.**

LOOKING FOR RIGHTS □ Not only is USFL having trouble getting television rights deal for fall 1986 season, but radio rights are still up in air. **PAGE 110.**

POSTPONED □ Intelsat passes on making decision on coordination issue. **PAGE 112.**

DONDE ES □ Lawmakers ask President why Radio Marti still isn't on the air. **PAGE 115.**

SPACE CONTROVERSY □ Flap over secret cargo of next space shuttle flight and ensuing publication of information brings new round in ethics debate. **PAGE 116.**

SAVING DAY □ Guy Day has brought major advertisers together with Chiat/Day, forming a winning creative combination. **PAGE 135.**

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USFL scrambling for radio and TV coverage

Young football league is looking for national radio contract for next season as well as television deal for 1986's first fall kickoff

While the two-year old United States Football League continues to negotiate a network television package for 1986 when it switches from a spring to a fall schedule (BROADCASTING, Dec. 10), league officials have been busy trying to stir up interest in national radio coverage for the more immediate 1985 season, which opens in less than two months.

ABC Radio held the exclusive network radio rights for the USFL during the first two years at a cost of $1.25 million ("Riding Gain," Dec. 13, 1982). However, ABC Radio Networks President Ed McLaughlin told BROADCASTING that the company's 1985 business plan was assembled with the assumption that there would be no carriage of the USFL. Over the past two years, USFL football turned out to be about a break-even proposition for ABC Radio. "If there was a new deal, there would have to be some changes," said McLaughlin.

The first year that ABC Radio carried USFL games it drew the interest of many advertisers and was nearly a sell-out. But the 1984 season was quite a different story. McLaughlin said it was between 40% and 50% sold out. And Stroh's, the official beer advertiser for the USFL's first season on ABC, did not renew in 1984 ("Riding Gain," Feb. 27).

McLaughlin said station clearances for USFL games also deteriorated during the second season. The pre-season station lineup numbered approximately 150, which during the regular season dropped to around 100 because many stations dumped coverage during the middle of the season. Affiliates of the ABC Information Network had the right of first refusal for USFL broadcasts with stations asked to carry two games per week, on Monday and Saturday evenings.

McLaughlin said that at a meeting three weeks ago, the USFL indicated it may come up with a proposal that calls just for coverage of the playoff games and league championship contest. "If they make such a proposal, we would be interested in looking at it," he said. (ABC Radio has the right of first refusal for network broadcast rights.)

Over at CBS, Dick Brescia, senior vice president, CBS Radio Networks, acknowledged that CBS had preliminary conversations with the USFL and said that a proposal put forth by league officials, which would cover the next two seasons, is under review. Presently, CBS Radio offers stations a National Football League package of 37 games which has 27 regular season contests, most on Monday nights, and 10 post-season games including the Super Bowl and Pro Bowl.

Meanwhile, both NBC Radio and Mutual Broadcasting have, for now, nixed the idea of USFL coverage. "It just wasn't the right time for us to get involved," said Dick Penn, vice president and general manager, NBC Radio Networks.

Dominick Camera, marketing director for the USFL, said last week that he remains confident some kind of radio deal will soon be worked out.

On the television side, ABC, which also held the TV broadcast rights for the first two years, exercised its option to carry the USFL

CBS wins holiday weeks, edging ABC, NBC

Powered by *Monday Night Football* and its Sunday night movie, ABC won four out of seven nights for the week ended Dec. 23, pulling to within one-tenth of a rating point behind first-place CBS. It was the closest ABC has come to first place all season. During the 13th week of the 1984-85 prime time season, according to A. C. Nielsen, CBS averaged a 16.1 rating and 26 share, compared to a 16/26 for ABC and a 14.8/24 for NBC.

ABC, besides winning Wednesday and Saturday nights, was helped measurably on Monday by *Monday Night Football*, which featured the Dallas Cowboys and the Miami Dolphins. The telecast was the second-ranked program of the week, achieving a 25.1/40 and, according to ABC researchers, delivered the largest number of households (21,310,000 households per average minute) of any Monday night telecast since ABC began broadcasting the Monday night games in 1970.

The combined network rating/share totaled 48.5/77, compared to a 46.3/79 for the comparable week a year ago. And reversing a season-long trend, HUT levels were up over the comparable week last year, from 59 to 61.8. During the preceeding week (Dec. 10-16), the combined network rating/share totaled 48.3/77, compared to a 49.4/79 for the comparable week a year ago.

For the week ended Dec. 23, CBS had four of the top 10 shows, ABC had three and NBC had three. ABC won Monday, Wednesday, Saturday and Sunday; CBS won Thursday and Friday; NBC won Tuesday.

During the previous week, ended Dec. 16, CBS won with an average 16.6/26, and was followed by NBC with a 16.1/26 and then ABC with a 15.6/25. During the 13 weeks of the 1984-85 prime time season, ABC has made it into second place in the weekly averages five times, although it has never been able to break the 16.0 average weekly rating level.

Rank	Show	Network	Rating/Share
1.	Dynasty	ABC	25.9/40
2.	Dallas vs. Miami	ABC	25.1/40
3.	Simon & Simon	CBS	23.4/36
4.	Dallas	CBS	23.0/37
5.	A-Team	NBC	21.8/34
6.	Bill Cosby Show	NBC	21.7/35
7.	Knots Landing	CBS	20.9/34
8.	Hotel	ABC	20.8/35
9.	Riptide	NBC	20.8/33
10.	A Christmas Carol	CBS	20.7/30
11.	60 Minutes	CBS	20.1/34
12.	Family Ties	NBC	19.8/31
13.	Superman	ABC	18.9/31
14.	Magnum, P.I.	CBS	18.9/30
15.	Remington Steele	NBC	18.6/32
16.	Falcon Crest	CBS	18.4/32
17.	Fall Guy	ABC	18.4/30
18.	Little House Movie	NBC	18.2/27
19.	TV Bloopers & Prac. Jokes	NBC	18.0/27
20.	Cheers	NBC	17.4/26
21.	Murder, She Wrote	CBS	17.0/28
22.	Webster	ABC	16.8/27
23.	Benson	ABC	16.4/27
24.	20/20	ABC	16.4/27
25.	Cagney & Lacey	CBS	16.8/24
26.	Night Court	NBC	16.6/24
27.	Highway to Heaven	NBC	16.3/25
28.	Alice	CBS	15.2/24
29.	Jeffersons	CBS	14.6/24
30.	Trapper John, M.D.	CBS	14.5/24
31.	Facts of Life	NBC	14.3/22
32.	He's Fired/She's Hired	CBS	14.2/23
33.	The Sound of Music	NBC	14.1/23
34.	Matt Houston	ABC	13.9/24
35.	It's Your Move	NBC	13.9/21
36.	Three's A Crowd	ABC	13.7/22
37.	Hill Street Blues	NBC	13.5/22
38.	Love Boat	ABC	13.5/24
39.	Who's the Boss?	ABC	13.5/21
40.	Charles in Charge	CBS	13.4/22
41.	V	NBC	13.4/22
42.	Private Benjamin	CBS	13.3/21
43.	Smurfs Springtime Special	NBC	13.2/23
44.	Finder of Lost Loves	ABC	13.0/24
45.	St. Elsewhere	NBC	12.9/22
46.	T.J. Hooker	ABC	12.7/22
47.	E/R	CBS	12.6/20
48.	Call to Glory	ABC	12.5/19
49.	Battle of Network Stars	ABC	12.4/19
50.	Gimme A Break	NBC	12.3/21
51.	More Than Murder	CBS	12.1/22
52.	Dukes of Hazzard	CBS	12.1/20
53.	Yogi Bear Christmas	CBS	11.9/19
54.	Double Trouble	NBC	11.7/20
55.	Ripley's Believe It or Not	ABC	11.6/20
56.	Airwolf	CBS	11.3/20
57.	Spencer	NBC	11.1/19
58.	Hawaiian Heat	ABC	11.0/18
59.	Punky Brewster	NBC	10.3/18
60.	Partners in Crime	NBC	10.0/18
61.	Glitter	ABC	10.0/16
62.	Paper Dolls	ABC	9.9/17
63.	Muppet Babies	CBS	9.9/15
64.	Hunter	NBC	8.8/14
65.	Hot Pursuit	NBC	8.8/13

*indicates premiere episode

90.9 mhz; 10 kw; HAAT: 310 ft. Address: Summit & Edgemont, 67005. Principal is nonprofit corporation headed by Gregory A. Hudson, president. It has no other broadcast interests. Filed Dec. 14.

■ Kennebunk, Me.—Keith B. Handyside seeks 99.3 mhz; 3 kw; HAAT: 309 ft. Address: 98 Forrest Dr., Plaistow, N.H. 03865. Principal is former engineering director at noncommercial WGBH-FM-TV and WGBX-TV, all Boston. He has no other broadcast interests. Filed Dec. 17.

■ Williston, N.D.—Prairie Public Broadcasting Inc. seeks 89.5 mhz; 100 kw; HAAT: 492 ft. Address: 207 N. 5th St., P.O. Box 3240, Fargo, N.D. 58108. Principal is nonprofit corporation headed by Dennis Falk. It also owns KSWE(TV) Williston and other noncommercial stations. Filed Dec. 11.

New TV's

■ Clermont, Fla.—South Lake Communications Inc. seeks ch. 68; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 801 ft.; ant. height above ground: 691 ft. Address: 1158 5th St., P.O. Box 1277, 32711. Principal is equally owned by L. Glen Lowery, Richard R. Reynolds and Richard L. Huff. They have no other broadcast interests. Filed Dec. 12.

■ *Honolulu—Minority Broadcasters for the Public Inc. seeks ch. 44; ERP vis. 5,000 kw; aur. 500 kw; HAAT: minus 94 ft.; ant. height above ground: 253 ft. Address: 15628 Vintage St., Mission Hills, Calif. 91343. Principal is nonprofit corporation headed by John Nania. It has no other broadcast interests. Filed Dec. 10.

■ Syracuse, N.Y.—Tureaud Broadcasting seeks ch. 56; ERP vis. 1,000 kw; aur. 100 kw; HAAT: 853 ft.; ant. height above ground: 873 ft. Address: P.O. Box 151, Buffalo, N.Y. 14205. Principal is owned by Melvin Watkins, James W. Pitt and Robert L. Gore. It also has app.'s for LPTV in Rochester and Batavia, both New York. Filed Dec. 14.

■ Charleston, S.C.—G.A.K.G. Enterprises seeks ch. 36; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 474 ft.; ant. height above ground: 469 ft. Address: 180 East Bay St., 29401. Principal is equally owned by Joseph P. Griffith Jr.; his father, Joseph Sr.; Charles F. Ailstock, and Michael J. Knapp. It has no other broadcast interests. Filed Dec. 14.

Facilities Changes

Applications

AM's

Tendered

■ WDGY (1130 khz) Minneapolis—Seeks CP to increase night power to 50 kw and change night TL. App. Dec. 11.

■ WAEB (790 khz) Allentown, Pa.—Seeks CP to increase power to 1 kw. App. Dec. 12.

■ WEAB (800 khz) Greer, S.C.—Seeks CP to increase power to 1 kw. App. Dec. 14.

■ KBNG (930 khz) Yakima, Wash.—Seeks CP to change city of lic. to Union Gap, Wash.; add night service with 500 w; increase day power to 5 kw; change TL, and make changes in ant. sys. App. Dec. 12.

Accepted

■ KDIA (1310 khz) Oakland, Calif.—Seeks mod. of lic. to operate transmitter by remote control. App. Dec. 12.

■ WSYL (1490 khz) Sylvania, Ga.—Seeks CP to change TL and make changes in ant. sys. App. Dec. 12.

■ WAQX (1490 khz) Syracuse, N.Y.—Seeks CP to increase night power to 1,000 w. App. Dec. 11.

■ WWWC (1240 khz) Wilkesboro, N.C.—Seeks CP to increase power 1 kw and make changes in ant. sys. App. Dec. 14.

■ WCNS (1480 khz) Latrobe, Pa.—Seeks MP to make changes in ant. sys. App. Dec. 14.

■ WKQW (1120 khz) Oil City, Pa.—Seeks MP to make changes in ant. sys. App. Dec. 11.

■ WKCE (1230 khz) Harriman, Tenn.—Seeks MP to increase night power to 1 kw. App. Dec. 11.

FM's

Tendered

■ *KJIC (89.3 mhz) Pasadena, Tex.—Seeks mod. of CP to change freq. to 88.1 mhz. App. Dec. 12.

Accepted

■ KAJJ (106.3 mhz) Greenwood, Ark.—Seeks CP to change ERP to 1.7 kw and change HAAT to 434 ft. App. Dec. 17.

■ KKJJ (103.9 mhz) Payson, Ariz.—Seeks CP to change ERP to 1.55 kw and change HAAT to 452 ft. App. Dec. 17.

■ KKGO (105.1 mhz) Los Angeles—Seeks CP to change HAAT to 2,853.6 ft. and make changes in ant. sys. App. Dec. 14.

■ WFUZ (93.7 mhz) Ocala, Fla.—Seeks mod. of CP to change TL; change ERP to 100 kw, and change HAAT to 840 ft. App. Dec. 11.

■ WQXI-FM (94.1 mhz) Smyrna, Ga.—Seeks mod. of CP to change SL to Fulton county, Ga. App. Dec. 11.

■ WAXT (96.7 mhz) Alexandria, Ind.—Seeks CP to change TL; change ERP to 2 kw, and make changes in ant. sys. 395 ft. App. Dec. 14.

■ WENS (97.1 mhz) Shelbyville, Ind.—Seeks mod. of CP to change TL; change ERP to 23 kw, and change HAAT to 739 kw. App. Dec. 14.

■ WAMX (93.7 mhz) Ashland, Ky.—Seeks mod. of CP to change ERP to 50 kw and change HAAT to 590.4 ft. App. Dec. 11.

■ WLBJ-FM (96.7 mhz) Bowling Green, Ky.—Seeks mod. of CP to change ERP to 1.7 kw and change HAAT to 426 ft. App. Dec. 14.

■ WGRX (100.7 mhz) Westminster, Md.—Seeks mod. of CP to change TL; change ERP to 12.59 kw, and change HAAT to 939 ft. App. Dec. 11.

■ WMJX (106.7 mhz) Boston—Seeks CP to change ERP to 15.5 kw and change HAAT to 900 ft. App. Dec. 14.

■ WMJC (94.7 mhz) Birmingham, Mich.—Seeks CP to change ERP to 13.5 kw and change HAAT to 950 ft. App. Dec. 14.

■ KJPW-FM (102.3 mhz) Waynesville, Mo.—Seeks CP to change TL; change ERP to 0.85 kw; change HAAT to 518 ft., and make changes in ant. sys. App. Dec. 17.

■ KLSK (104.1 mhz) Santa Fe, N.M.—Seeks CP to change HAAT to 1,920 ft. App. Dec. 17.

■ WBAB-FM (102.3 mhz) Babylon, N.Y.—Seeks mod. of CP to change TL and change HAAT to 268 ft. App. Dec. 14.

■ WSTS (96.5 mhz) Laurinburg, N.C.—Seeks mod. of CP to change ERP to 100 kw; change HAAT to 615 ft., and make changes in ant. sys. App. Dec. 17.

■ WQDR (94.7 mhz) Salisbury, N.C.—Seeks CP to change ERP to 100 kw; change HAAT to 1,129.6 ft., and make changes in ant. sys. App. Dec. 17.

■ WFLO-FM (95.7 mhz) Farmville, Va.—Seeks CP to change HAAT to 338 ft. App. Dec. 17.

■ WCMS-FM (100.5 mhz) Norfolk, Va.—Seeks CP to change ERP to 50 kw; change HAAT to 189.9 ft., and make changes in ant. sys. App. Dec. 14.

■ WVCM (107.1 mhz) Miami, W. Va.—Seeks mod. of CP to change TL and change HAAT to 666.4 ft. App. Dec. 17.

■ *WWVU-FM (91.7 mhz) Morgantown, W. Va.—Seeks mod. of CP to change ERP to 2.4 kw; change HAAT to 69 ft., and make changes in ant. sys. App. Dec. 17.

TV's

Accepted

■ WLEX-TV (ch. 18) Lexington, Ky.—Seeks CP to change transmitters. App. Dec. 13.

■ WKAF (ch. 68) Syracuse, N.Y.—Seeks MP to change HAAT to 1,466 ft. App. Dec. 13.

■ WWAT (ch. 53) Chillicothe, Ohio—Seeks MP to move SL outside community of lic. App. Dec. 13.

Actions

AM's

■ WTOB (1380 khz) Winston-Salem, N.C.—Granted app. to increase night power to 2.5 kw; change TL, and make changes in ant. sys. Action Dec. 7.

■ WHBG (1360 khz) Harrisonburg, Va.—Granted app. to change city of lic. to Bridgewater, Va. Action Dec. 5.

■ WRIG (1390 khz) Schofield, Wis.—Dismissed app. to operate transmitter by remote control. Action Dec. 5.

FM's

■ WKSJ-FM (105.5 mhz) Mobile, Ala.—Dismissed app. to change TL. Action Dec. 7.

■ KFPQ-FM (100.9 mhz) Fort Smith, Ark.—Granted app. to change TL; change ERP to 3 kw, and change HAAT to 200.08 ft. Action Dec. 10.

■ KFTH (107.1 mhz) Marion, Ark.—Granted app. to change TL and change HAAT to 328 ft. Action Nov. 28.

■ WRUL (95.9 mhz) Anaheim, Calif.—Granted app. to install aux. sys. Action Nov. 29.

■ KBEE-FM (103.3 mhz) Modesto, Calif.—Granted app. to change TL; change ERP to 3.41 kw; change HAAT to 59.04 ft., and make changes in ant. sys. Action Dec. 12.

■ KGB-FM (101.5 mhz) San Diego—Granted app. to change TL; change ERP to 7 kw and change HAAT to 1,103 ft. Action Dec. 4.

■ WMEZ (94.1 mhz) Pensacola, Fla.—Denied app. to change TL and change HAAT to 1,466.16 ft. Action Dec. 10.

■ WNIZ-FM (96.9 mhz) Zion, Ill.—Granted app. to change ERP to 50 kw and make changes in ant. sys. Action Dec. 10.

■ WLJE (105.5 mhz) Valparaiso, Ind.—Accepted for filing app. to change ERP to 1 kw. Action Dec. 5.

■ *KFGQ-FM (99.3 mhz) Boone, Iowa—Granted app. to change ERP to 2.55 kw. Action Dec. 3.

■ KLFQ (106.1 mhz) Lyons, Kan.—Granted app. to change HAAT to 333 ft. Action Nov. 30.

■ *KDAQ (89.9 mhz) Shreveport, La.—Granted app. to change HAAT to 931.5 ft. and make changes in ant. sys. Action Dec. 3.

■ WZYQ-FM (103.9 mhz) Braddock Heights, Md.—Granted app. to change ERP to 0.42 kw. Action Dec. 6.

■ WGRX (100.7 mhz) Westminster, Md.—Dismissed app. to change TL; change ERP to 27.5 kw, and change HAAT to 700 ft. Action Oct. 18.

■ *WMED (89.7 mhz) Calais, Me.—Granted app. to move SL to the campus of Bangor (Me.) Community College. Action Dec. 7.

■ *WMEM (106.1 mhz) Presque Isle, Me.—Granted app. to move SL to campus of Bangor Community College. Action Dec. 7.

■ KJJO (104.1 mhz) St. Louis Park, Minn.—Granted app. to change TL; change ERP to 97.6 kw; change HAAT to 1,000 ft., and make changes in ant. sys. Action Dec. 10.

■ WBIP-FM (99.3 mhz) Booneville, Miss.—Granted app. to change TL and change HAAT to 300 ft. Action Nov. 28.

■ KDEX-FM (102.3 mhz) Dexter, Mo.—Granted app. to change ERP to 3 kw. Action Dec. 11.

■ KYSS-FM (94.9 mhz) Missoula, Mont.—Granted app. to change ERP to 15.04 kw and change HAAT to 2,511 ft. Action Nov. 29.

■ WMHR (102.9 mhz) Syracuse, N.Y.—Granted app. to

Summary of broadcasting as of September 30, 1984

Service	On Air	CP's	Total *
Commercial AM	4,754	170	4,924
Commercial FM	3,658	418	4,076
Educational FM	1,165	173	1,338
Total Radio	9,577	761	10,338
FM translators	789	444	1,233
Commercial VHF TV	535	26	561
Commercial UHF TV	358	252	610
Educational VHF TV	114	2	116
Educational UHF TV	173	31	204
Total TV	1,180	311	1,491
VHF LPTV	202	74	276
UHF LPTV	102	132	234
Total LPTV	295	210	505
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.